

## Job Aid: Sample Steps in PIO & JIC Response During an Evolving Incident

|                                      | Initial Response  | Situation Escalated; EOC Activated   |
|--------------------------------------|---|--|
|                                      | PIO will . . .  | JIC will . . .   |
| <b>STEP 1: Gathering Information</b> | <ul style="list-style-type: none"> <li>✓ Ask responders on-scene, call other sources as needed</li> <li>✓ Observe news media coverage for accuracy of reporting and rumors</li> </ul> | <ul style="list-style-type: none"> <li>✓ Have access to the scene (Field PIOs and Incident Command)</li> <li>✓ Ask EOC staff</li> <li>✓ Ask Public Inquiry Center staff (if activated)</li> <li>✓ Attend regular briefings</li> <li>✓ Use reports issued by communications and information management</li> <li>✓ Observe news media coverage for accuracy of reporting and rumors</li> </ul> |

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| <b>STEP 2: Verifying Information</b> | <ul style="list-style-type: none"> <li>✓ Consult with Incident Command</li> </ul> | <ul style="list-style-type: none"> <li>✓ Consult with other PIOs in the JIC</li> <li>✓ Consult with other sources in the EOC</li> <li>✓ Consult PIOs in the field</li> <li>✓ Consult other PIOs in the JIS but not working out of the JIC</li> </ul> |

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| <b>STEP 3: Coordinating Information</b> | <ul style="list-style-type: none"> <li>✓ Get approval of Incident Command (verbal okay)</li> </ul> | <ul style="list-style-type: none"> <li>✓ Coordinate with other PIOs in the JIS to identify key messages</li> <li>✓ Use prescribed protocol; use additional review as needed and as time allows</li> <li>✓ Document the process</li> </ul> |

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| <b>STEP 4: Disseminating Information</b> | <ul style="list-style-type: none"> <li>✓ Primarily respond to reporters' questions and give interviews</li> <li>✓ Distribute pre-scripted information such as backgrounders or fact sheets, if possible</li> </ul> | <ul style="list-style-type: none"> <li>✓ Schedule media briefings</li> <li>✓ Give interviews (face-to-face; phone)</li> <li>✓ Arrange news conferences with multiple spokespersons</li> <li>✓ Issue news releases—based on templates and unique to the incident (distributed electronically and by other means)</li> <li>✓ Use other technology as appropriate</li> </ul> |